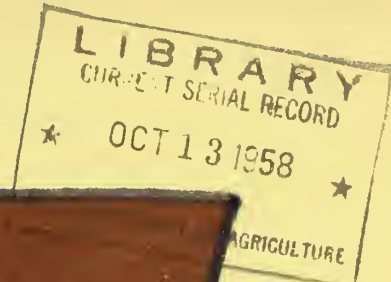


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Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter

June 1958



HPD-62

August 1958

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957. The reporting of margarine data ceased with the March 1958 issue.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,
NONFAT DRY MILK, AND BUTTER,
JUNE 1958

: The data in this report are estimates of total purchases :
:by household consumers only, and do not include consumption in :
:restaurants, hotels, hospitals, or other institutional outlets.:
:Data for a month are for a 4-week period (28 days) to permit :
:comparisons of purchase volume between periods of equal length.:

FLUID MILK 1/

Total: During a 28-day period in June 1958, total household purchases of fluid milk (whole and skim) increased nearly 4 percent over the level of the corresponding period a year earlier. Consumers purchased 1.24 billion quarts of fluid milk in June 1958, compared with 1.20 billion quarts in June 1957. Per capita purchases of fluid milk--at 7.4 quarts in June 1958--were slightly higher than a year earlier. 2/

About 86 percent of all families made one or more fluid milk purchases in June 1958, slightly higher than in a comparable 28-day period a year earlier. 3/

Fluid whole milk: Purchases of fluid whole milk during June 1958 totaled 1,172 million quarts, compared with 1,130 million quarts in the corresponding 28-day period a year earlier. 4/ The nearly 4-percent gain in total purchases was associated with increased buying of whole milk in larger-than-quart containers by householders.

Purchases of whole milk in quart-size containers in June 1958 again declined from the level of the corresponding 28 days a year earlier. For each month in this series, purchases of whole milk in quart units have, without exception, reflected reduced buying as compared with a like period in any previous year. Householders bought 572 million quarts of whole milk in single quarts during June 1958, down 8 percent from June 1957 and a new low for this series. About 49 percent of all fluid milk was purchased in quart containers in June 1958, compared with nearly 55 percent a year earlier.

During June 1958, U. S. consumers bought the equivalent of 505 million quarts of whole milk in half-gallon containers, about 19 percent more than in June 1957. This represented 43 percent of the total volume of whole milk bought in June 1958, compared with 37 percent in June a year earlier.

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Per capita purchases are based on total U. S. civilian noninstitutional population.

3/ About 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

Householders' purchases of fluid whole milk in gallon units--92 million quarts--rose 15 percent from June 1957. Nearly 8 percent of all fluid whole milk purchased for home use was obtained in gallon containers in June 1958.

Both per capita purchases of whole milk, 7 quarts, and the proportion of families buying, 84 percent, in June 1958 reflected slight gains from June 1957 levels.

Householders paid an average of 23.1 cents per quart for fluid whole milk in June 1958, up 0.3 cent from a year earlier. Prices paid per quart for whole milk purchased in half-gallons, at 21.8 cents, and in gallon units, at 18.5 cents, together averaged about 0.2 cent higher. However, the price paid for whole milk in single quarts advanced 0.7 cent to 25 cents.

Fluid skim milk: In June 1958 the volume of fluid skim milk purchased by householders--71 million quarts--was up almost 4 percent from the level of the corresponding 4 weeks in 1957 because of the increased buying in half-gallon units. 5/

As a result of a 30-percent gain in purchases in half-gallon containers, the quantity bought in this size of container rose from one-fifth of total skim milk purchases in June 1957 to one-fourth of the total in June 1958. Consumers bought nearly 52 million quarts of fluid skim items in single quarts, about the same as a year earlier. The single-quart container accounted for 73 percent of the total volume of skim milk bought for home use.

Approximately 21 percent of U. S. households purchased skim milk in June 1958, slightly above a year earlier. The purchase rate, at 0.42 quart per person, was about the same as in June 1957.

Householders paid an average of 19.6 cents per quart for fluid skim milk in June 1958, up 0.7 cent from a year earlier. Prices paid in June 1958 for skim milk in single quarts was 20.3 cents, up 0.5 cent from June 1957; the average price in half-gallons was 17.8 cents per quart, an advance of 0.6 cent.

NONFAT DRY MILK

During June 1958, U. S. household consumers bought about 14 million pounds of nonfat dry milk, compared with 12 million pounds in the corresponding 28-day period in 1957, a 17-percent gain.

Purchases of nonfat dry milk per 1,000 persons rose from about 73 pounds in June 1957 to 84 pounds a year later. Expenditures by household consumers per 1,000 persons rose from \$30.33 to \$34.06.

The average size of each purchase of nonfat dry milk, $25\frac{1}{2}$ ounces in June 1958, indicated an 11-percent gain from the corresponding 1957 period. Despite a lower price paid, 40.5 cents per pound in June 1958, compared with 41.6 cents

5/ Fluid skim milk includes skim, buttermilk, and flavored milk drinks.

in June 1957, the average quantity of each purchase cost consumers about 64 cents in June 1958, 4 cents more than a year earlier.

BUTTER

The household purchase data for butter in June 1958 reflected little change from the comparable 4 weeks in 1957. Total purchases, 61.4 million pounds, were virtually at the same level as in June 1957. The per capita purchase rate, 0.37 pound in June 1958, was down fractionally from a year earlier, while the proportion of households buying butter in June 1958 reached the lowest level in nearly 4 years. Just under 44 percent of all families made one or more purchases of butter during June 1958, down about 1 percentage point from a year earlier.

Consumers paid an average of 69.5 cents per pound for butter in June 1958, practically the same as a year earlier. In each of the 6 dairy marketing years for which data were available, the average price paid for butter has been at its lowest level during June.

:	:
:	This is the last monthly report :
:	that will be issued in this series. :
:	:

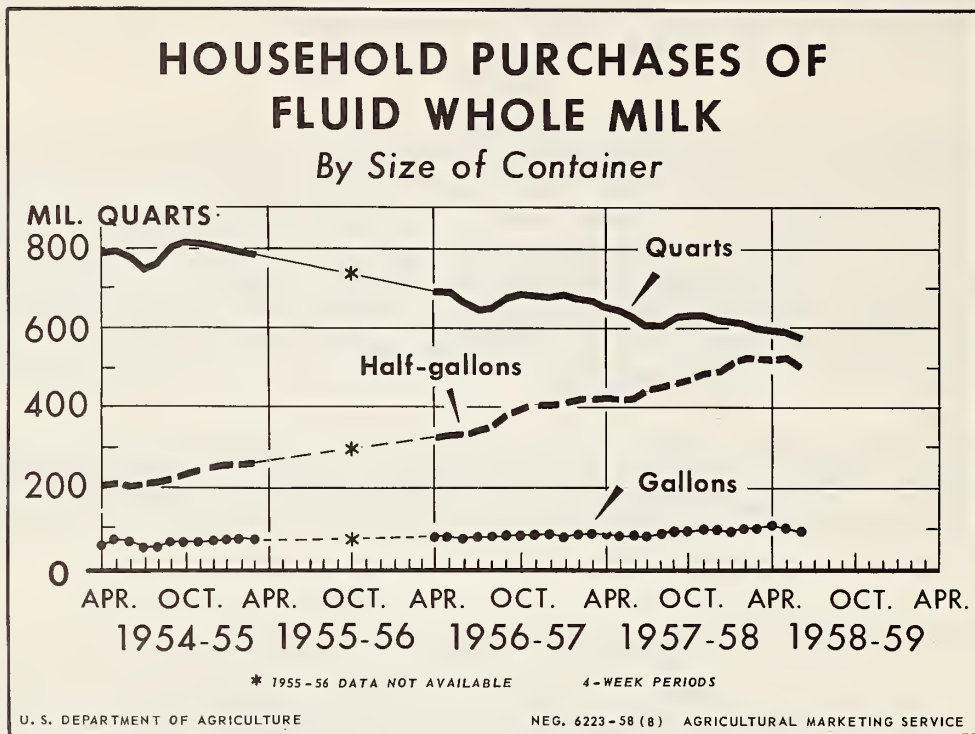


Figure 1

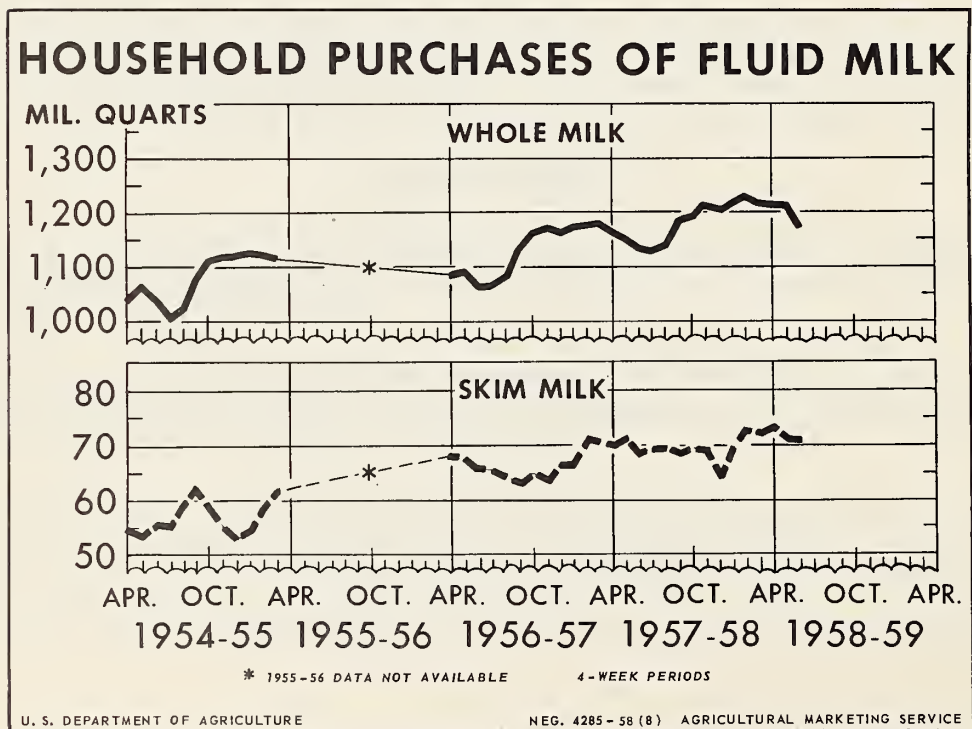


Figure 2

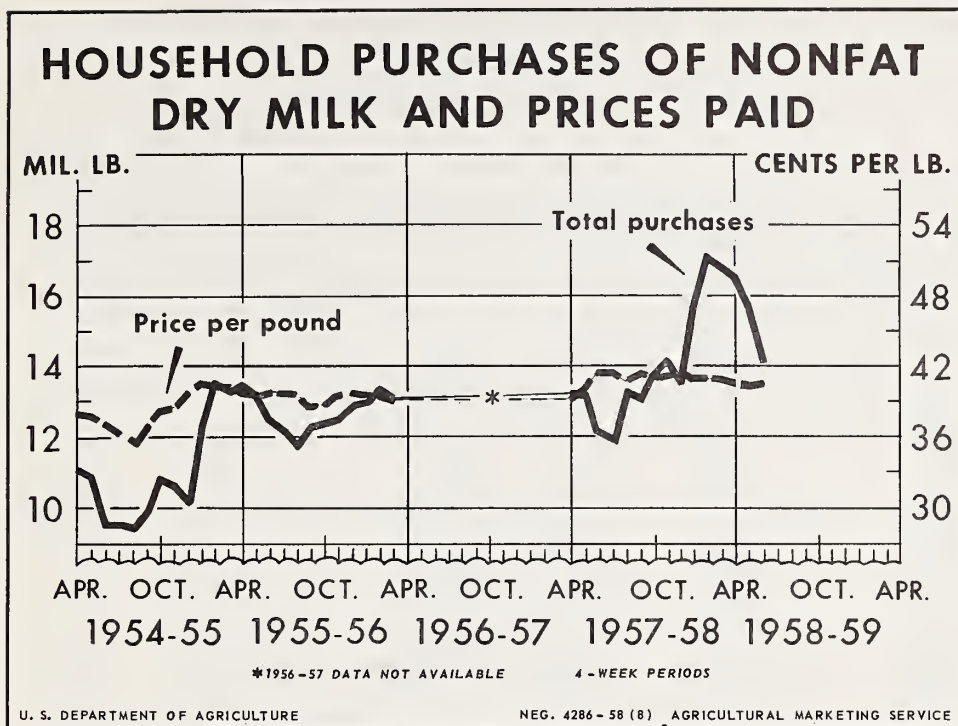


Figure 3

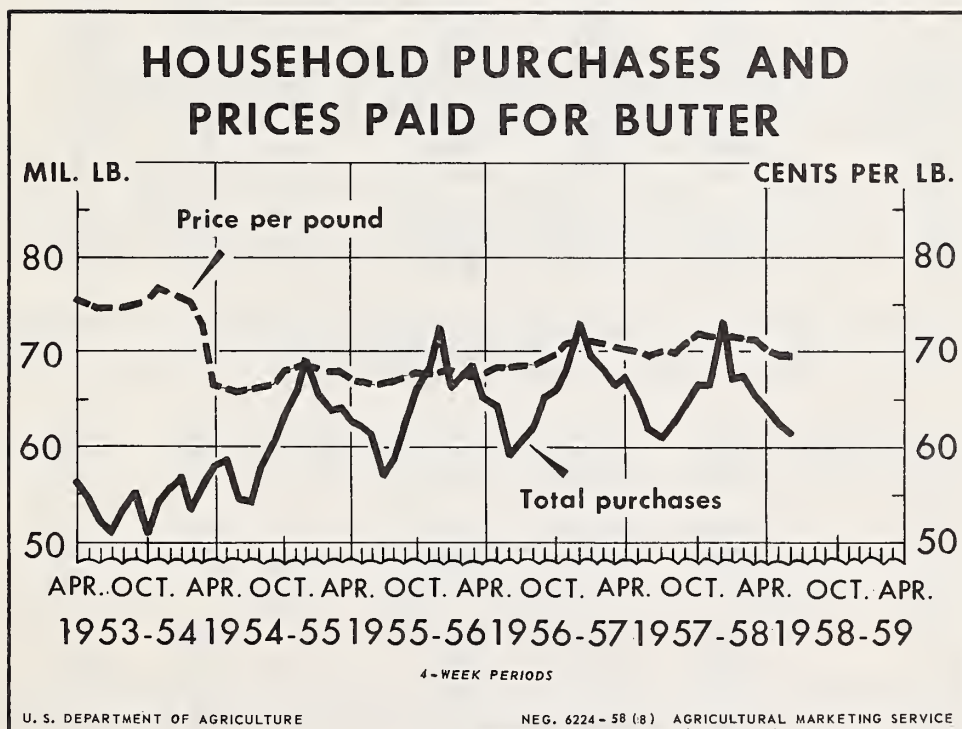


Figure 4

Table 1.--Fluid milk: Percentage of families buying and household purchases per capita in quart equivalent, U. S., 4-week periods

Period	All fluid milk							
	Percentage of all families buying				Per capita purchases			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Percent	Percent	Percent	Percent	Quarts	Quarts	Quarts	Quarts
April.....	86.0	84.4	81.8	82.6	7.68	7.46	7.11	6.97
May.....	84.7	84.3	82.8	80.9	7.66	7.39	7.15	7.07
June.....	86.0	85.3	82.0	81.6	7.43	7.25	6.96	6.90
July.....		85.6	83.5	81.1		7.21	7.01	6.65
August.....		85.2	83.6	81.9		7.27	7.10	6.79
September.....		85.7	83.2	81.4		7.56	7.39	7.19
October.....		85.6	83.6	82.9		7.59	7.53	7.31
November.....		85.3	83.9	82.7		7.69	7.56	7.31
December.....		86.6	84.3	82.6		7.61	7.55	7.31
January.....		87.0	84.0	81.8		7.70	7.55	7.35
February.....		87.8	83.3	83.2		7.79	7.59	7.36
March.....		85.0	84.6	81.9		7.72	7.61	7.34
Fluid whole milk								
April.....	84.6	82.9	79.8	81.0	7.24	7.04	6.69	6.62
May.....	83.0	82.8	80.9	79.5	7.23	6.96	6.74	6.74
June.....	84.2	83.7	80.4	80.1	7.01	6.84	6.55	6.54
July.....		84.1	82.0	79.8		6.79	6.60	6.31
August.....		83.8	82.6	80.5		6.85	6.70	6.42
September.....		84.0	82.4	80.0		7.15	7.00	6.80
October.....		83.9	82.2	81.4		7.17	7.13	6.94
November.....		83.7	83.1	81.3		7.27	7.17	6.97
December.....		85.2	82.6	81.1		7.22	7.14	6.98
January.....		85.3	81.6	80.2		7.28	7.14	7.01
February.....		85.8	81.6	82.0		7.36	7.16	6.99
March.....		83.5	83.0	80.3		7.29	7.18	6.96
Fluid skim milk								
April.....	20.5	19.9	19.4	18.7	0.44	0.42	0.42	0.35
May.....	20.2	20.0	19.2	18.0	.43	.43	.41	.34
June.....	21.3	20.5	20.0	19.4	.42	.41	.41	.35
July.....		20.9	20.5	19.3		.42	.41	.35
August.....		20.5	20.7	19.8		.42	.40	.37
September.....		20.4	19.6	19.2		.41	.39	.39
October.....		20.0	18.6	17.9		.42	.40	.37
November.....		20.2	18.8	18.2		.42	.39	.34
December.....		17.6	19.0	16.7		.39	.41	.33
January.....		20.5	19.5	18.9		.42	.41	.34
February.....		21.5	20.4	18.7		.43	.43	.37
March.....		20.3	19.8	19.6		.43	.43	.38

Table 2.--Fluid whole milk: Household purchases by container size, U. S., 4-week periods

Period	Quantity purchased (quart equivalent)							
	Total all sizes 1/				Quarts			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	1,211	1,163	1,086	1,046	594	656	691	787
May.....	1,210	1,150	1,093	1,064	591	648	690	793
June.....	1,172	1,130	1,064	1,034	572	624	663	772
July.....		1,127	1,067	1,003		606	651	745
August.....		1,137	1,083	1,021		606	653	759
September.....		1,186	1,131	1,082		632	674	801
October.....		1,194	1,163	1,112		633	687	816
November.....		1,210	1,170	1,117		633	683	811
December.....		1,202	1,164	1,119		620	678	805
January.....		1,216	1,173	1,125		614	681	800
February.....		1,229	1,176	1,121		609	675	790
March.....		1,217	1,180	1,116		599	671	783
	Half-gallons				Gallons			
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	512	423	321	202	103	83	72	57
May.....	517	420	330	208	99	80	72	62
June.....	505	423	329	200	92	80	71	61
July.....		441	341	204		78	74	54
August.....		447	356	208		82	73	54
September.....		459	379	219		92	77	61
October.....		468	394	230		91	81	66
November.....		482	405	242		93	82	62
December.....		486	403	247		94	83	66
January.....		509	412	254		90	79	69
February.....		520	418	256		98	82	74
March.....		516	426	260		100	83	71

1/ Includes sizes not listed such as half-pints, pints, and third quarts estimated at 2.3 million quarts equivalent monthly.

Table 3.--Fluid whole milk: Average price paid for household purchases, by container size, U. S., 4-week periods

Period	Average price paid per quart equivalent ^{1/}							
	All sizes				Quarts			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	23.4	23.0	22.2	21.9	25.2	24.4	23.2	22.7
May.....	23.1	22.9	22.3	21.6	25.0	24.3	23.3	22.4
June.....	23.1	22.8	22.4	21.6	25.0	24.3	23.3	22.5
July.....		23.0	22.5	21.8		24.4	23.5	22.7
August.....		23.2	22.7	22.0		24.6	23.7	22.8
September.....		23.4	22.8	22.2		25.0	23.9	23.1
October.....		23.6	23.0	22.3		25.2	24.2	23.2
November.....		23.7	23.1	22.4		25.4	24.4	23.2
December.....		23.8	23.2	22.4		25.5	24.5	23.3
January.....		23.8	23.3	22.3		25.6	24.5	23.2
February.....		23.7	23.3	22.3		25.4	24.5	23.3
March.....		23.6	23.2	22.1		25.4	24.5	23.1
	Half-gallons				Gallons			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	22.1	21.8	20.9	20.4	18.9	18.6	18.1	17.5
May.....	21.9	21.7	21.2	19.9	18.6	18.4	18.5	17.0
June.....	21.8	21.6	21.3	19.5	18.5	18.2	18.2	16.6
July.....		21.8	21.3	19.7		18.6	18.3	16.8
August.....		22.0	21.6	20.1		18.9	18.5	17.2
September.....		22.2	21.7	20.4		19.0	18.6	17.2
October.....		22.3	21.9	20.6		19.1	18.5	17.6
November.....		22.4	22.0	20.7		19.2	18.5	17.8
December.....		22.4	22.1	20.5		19.4	18.6	18.2
January.....		22.5	22.2	20.5		19.3	19.0	17.9
February.....		22.5	22.1	20.5		19.3	18.8	17.9
March.....		22.5	22.0	20.3		19.1	18.6	17.7

^{1/} Prices not available for smaller-than-quart sizes.

Table 4.--Fluid skim milk: Household purchases by container size, U. S., 4-week periods

Period	Quantity purchased (quart equivalent)							
	Total all sizes 1/				Quarts			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	73.2	70.0	68.2	54.7	52.8	54.2	53.4	47.9
May.....	71.0	71.0	67.3	53.6	52.1	53.9	51.9	47.2
June.....	71.0	68.6	65.9	55.7	51.8	51.9	50.7	48.7
July.....		69.6	65.4	55.3		53.4	50.2	48.5
August.....		69.7	64.0	59.2		52.4	49.9	50.6
September.....		68.7	63.4	61.7		51.7	48.3	53.3
October.....		69.6	64.9	58.7		52.3	49.2	51.4
November.....		69.4	63.7	55.0		52.4	48.8	48.9
December.....		64.3	66.6	53.0		48.4	50.4	46.4
January.....		69.6	66.9	54.6		51.5	49.8	46.0
February.....		72.4	71.2	58.7		53.3	53.9	50.2
March.....		72.0	70.5	61.6		53.3	55.1	52.4
	Half-gallons				Gallons			
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	18.4	13.5	11.9	4.0	1.8	2.1	2.7	2.7
May.....	16.8	15.3	13.0	3.8	1.9	1.7	2.3	2.4
June.....	17.6	13.5	12.7	5.4	1.5	3.0	2.4	1.5
July.....		13.3	12.9	4.4		2.7	2.2	2.3
August.....		14.4	11.9	5.5		2.8	2.1	3.0
September.....		14.5	13.5	5.4		2.4	1.6	2.8
October.....		14.7	13.6	4.8		2.5	2.1	2.2
November.....		15.2	13.4	4.4		1.7	1.5	1.7
December.....		14.2	14.0	4.7		1.6	2.1	1.7
January.....		16.4	15.2	6.5		1.5	1.8	2.0
February.....		17.3	15.0	6.4		1.7	2.3	1.9
March.....		16.6	13.5	7.3		2.0	1.8	1.7

1/ Includes sizes not listed such as half-pints, pints, and third-quarts estimated at 0.2 million quarts equivalent monthly.

Table 5.--Fluid skim milk: Average price paid for household purchases, by container size, U. S., 4-week periods

Period	Average price paid per quart equivalent ^{1/}							
	All sizes				Quarts			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.6	19.0	18.5	18.8	20.3	19.8	19.2	19.4
May.....	19.5	19.1	18.6	18.5	20.3	19.9	19.3	19.0
June.....	19.6	18.9	18.5	18.4	20.3	19.8	19.3	18.9
July.....		18.7	18.6	18.6		19.5	19.5	19.3
August.....		18.8	18.8	18.7		19.8	19.5	19.4
September.....		19.3	18.9	19.2		20.1	19.9	20.1
October.....		19.5	19.1	19.0		20.4	20.0	19.5
November.....		19.6	19.3	18.9		20.3	20.0	19.4
December.....		19.7	19.4	18.8		20.4	20.1	19.2
January.....		19.9	19.4	18.8		20.6	20.0	19.3
February.....		20.0	19.3	18.6		20.8	20.0	19.1
March.....		19.9	19.4	18.5		20.6	20.1	19.1
	Half-gallons				Gallons			
	1958-59	1957-58	1956-57	1954-55	1958-59	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	18.0	17.3	16.5	15.7	12.8	10.6	11.3	11.9
May.....	17.8	17.3	16.6	15.7	11.6	10.1	11.6	10.3
June.....	17.8	17.2	16.5	15.7	13.6	10.4	10.5	10.4
July.....		17.0	16.1	16.1		10.2	11.1	9.2
August.....		16.9	16.8	16.6		9.8	12.1	9.5
September.....		17.4	16.5	15.4		12.0	10.2	9.4
October.....		17.7	17.0	17.2		11.7	11.0	12.4
November.....		17.7	17.3	15.8		12.9	12.9	10.7
December.....		17.7	17.8	17.1		12.7	13.4	10.8
January.....		18.0	17.9	16.7		12.4	12.9	12.6
February.....		18.0	17.9	16.6		14.2	12.5	10.5
March.....		18.0	17.7	15.9		13.9	11.4	12.5

^{1/} Prices not available for smaller-than-quart sizes.

Table 6.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Period	Quantity purchased											
	Total			Per 1,000 population						Average per purchase		
1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55	
1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	Pounds	Pounds	Pounds	Pounds	Ounces	Ounces	Ounces	Ounces	Ounces
April.....	16,465	13,261	13,500	11,080	80.2	83.6	70.2	25.4	23.8	19.5	21.1	21.1
May.....	15,671	13,192	13,180	10,880	79.8	81.6	68.9	25.5	24.8	19.9	21.1	21.1
June.....	14,065	12,048	12,420	9,560	72.9	76.9	60.5	25.5	23.0	20.4	22.6	22.6
July.....	11,890	12,140	12,140	9,560	71.7	75.8	60.1	22.6	22.6	20.5	23.5	23.5
August.....	13,211	11,720	11,720	9,410	79.6	73.1	59.1	24.8	24.8	20.0	22.6	22.6
September.....	13,068	12,230	12,230	9,910	78.7	76.3	62.3	23.8	23.8	20.8	22.0	22.0
October.....	13,720	12,330	12,330	10,860	82.4	76.5	67.7	23.9	23.9	21.3	20.6	20.6
November.....	14,015	12,420	12,420	10,660	84.2	77.0	66.5	23.5	23.5	21.5	20.3	20.3
December.....	13,526	12,880	12,880	10,110	81.3	79.9	63.1	24.8	24.8	21.5	19.9	19.9
January.....	15,719	12,910	12,910	12,360	94.1	80.0	77.1	24.8	24.8	21.1	18.9	18.9
February.....	17,057	13,350	13,350	13,510	102.2	82.7	84.2	25.2	25.2	21.5	18.8	18.8
March.....	16,761	13,090	13,090	13,280	100.4	81.2	82.8	24.6	24.6	21.8	18.6	18.6
Average price paid per pound												
All purchases				Actual 1-pound units								
1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55	1958-59	1957-58	1955-56	1954-55	
Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
40.5	39.3	39.7	39.7	38.1	38.1	39.2	36.4	35.4	35.4	36.7	36.7	36.7
40.4	40.1	39.5	39.5	37.8	37.8	37.8	37.3	35.4	35.4	36.1	36.1	36.1
40.5	41.6	39.9	39.9	37.3	37.3	38.0	38.6	35.8	35.8	35.4	35.4	35.4
41.6	41.6	39.7	39.7	36.4	36.4	38.3	38.3	35.0	35.0	34.8	34.8	34.8
40.7	40.7	39.6	39.6	35.5	35.5	37.7	37.7	35.9	35.9	33.7	33.7	33.7
41.4	41.4	38.7	38.7	36.7	36.7	38.0	38.0	34.9	34.9	34.1	34.1	34.1
41.1	41.1	38.7	38.7	38.3	38.3	37.7	37.7	35.4	35.4	35.0	35.0	35.0
41.0	41.0	39.5	39.5	38.5	38.5	38.1	38.1	36.1	36.1	35.9	35.9	35.9
41.4	41.4	39.7	39.7	39.7	39.7	38.9	38.9	36.6	36.6	35.6	35.6	35.6
41.0	41.0	39.6	39.6	40.5	40.5	38.9	38.9	36.2	36.2	36.1	36.1	36.1
41.0	41.0	39.5	39.5	40.3	40.3	38.3	38.3	36.3	36.3	35.8	35.8	35.8
40.8	40.8	39.3	39.3	40.2	40.2	39.9	39.9	35.9	35.9	35.8	35.8	35.8

Table 7.--Butter: Household purchases and average price paid, U. S., 4-week periods

Period	Total purchases					
	1958-59	1957-58	1956-57	1955-56	1954-55	1953-54
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.
April.....	64.2	67.3	65.1	62.7	58.0	56.2
May.....	62.5	65.4	64.2	62.2	58.5	54.7
June.....	61.4	61.9	59.3	61.3	54.5	51.9
July.....		61.1	61.0	57.0	54.2	50.9
August.....		62.6	62.2	58.7	57.9	53.3
September.....		64.3	65.2	63.1	60.4	55.1
October.....		66.5	65.8	66.0	63.2	51.0
November.....		66.4	68.1	68.0	65.7	54.4
December.....		72.9	73.0	72.4	69.2	55.5
January.....		67.1	69.2	66.2	65.3	56.6
February.....		67.4	67.9	67.2	63.8	53.4
March.....		65.3	66.5	68.3	64.0	56.3
	Purchases per 1,000 population					
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	384	407	401	388	367	369
May.....	374	396	396	385	371	359
June.....	367	374	366	380	345	340
July.....		368	377	356	341	332
August.....		377	385	366	364	348
September.....		387	404	394	379	360
October.....		400	403	409	394	331
November.....		399	418	422	410	353
December.....		438	448	449	432	361
January.....		402	421	411	407	367
February.....		404	413	417	398	346
March.....		391	405	423	399	365
	Percentage of all families buying					
	Percent	Percent	Percent	Percent	Percent	Percent
April.....	44.0	45.8	45.3	45.1	44.0	44.7
May.....	44.3	45.5	45.6	45.2	42.8	43.5
June.....	43.7	45.0	44.4	44.6	41.4	42.7
July.....		44.4	45.5	44.0	42.2	43.3
August.....		44.7	46.0	45.1	43.3	44.2
September.....		45.2	46.6	46.1	43.1	45.9
October.....		45.2	46.3	46.3	45.4	43.7
November.....		45.3	47.6	47.6	46.2	44.8
December.....		48.1	48.8	49.0	48.5	44.4
January.....		46.0	46.4	46.9	45.5	42.8
February.....		46.9	46.1	46.5	45.6	42.2
March.....		43.9	45.2	47.2	45.4	44.1

(Continued)

Table 7.--Butter: Household purchases and average price paid, U. S., 4-week periods--Continued

Period	Average price paid per pound					
	1958-59	1957-58	1956-57	1955-56	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents
April.....	70.1	70.2	67.7	67.2	66.6	75.4
May.....	69.7	70.0	68.4	66.7	66.0	75.0
June.....	69.5	69.6	68.4	66.5	65.7	74.5
July.....		70.0	68.5	66.7	65.8	74.5
August.....		69.8	68.5	66.7	66.0	74.7
September.....		71.0	69.2	67.4	66.4	74.9
October.....		71.9	69.8	67.7	68.1	75.3
November.....		71.5	70.9	67.6	68.2	76.6
December.....		71.3	71.1	67.8	68.6	76.0
January.....		71.6	70.8	68.0	68.2	75.6
February.....		71.4	70.6	67.8	67.7	75.2
March.....		71.3	70.4	67.5	67.6	72.2
	Purchases per buying family					
	Number	Number	Number	Number	Number	Number
April.....	2.59	2.64	2.66	2.64	2.74	2.71
May.....	2.54	2.57	2.63	2.60	2.80	2.75
June.....	2.50	2.46	2.51	2.60	2.72	2.64
July.....		2.47	2.47	2.45	2.65	2.58
August.....		2.54	2.52	2.50	2.81	2.67
September.....		2.59	2.62	2.58	2.86	2.69
October.....		2.67	2.62	2.68	2.84	2.59
November.....		2.62	2.61	2.66	2.88	2.65
December.....		2.64	2.71	2.70	2.66	2.68
January.....		2.63	2.70	2.65	2.73	2.90
February.....		2.59	2.66	2.70	2.65	2.73
March.....		2.70	2.68	2.68	2.67	2.75
	Quantity per purchase					
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	1.11	1.11	1.11	1.09	1.09	1.06
May.....	1.10	1.12	1.10	1.10	1.10	1.04
June.....	1.11	1.12	1.09	1.09	1.09	1.04
July.....		1.11	1.10	1.09	1.09	1.04
August.....		1.10	1.10	1.08	1.08	1.03
September.....		1.09	1.09	1.09	1.09	1.03
October.....		1.10	1.10	1.10	1.09	1.02
November.....		1.11	1.11	1.11	1.09	1.04
December.....		1.14	1.12	1.13	1.11	1.05
January.....		1.10	1.11	1.10	1.09	1.04
February.....		1.10	1.11	1.10	1.10	1.04
March.....		1.09	1.11	1.11	1.09	1.04

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